

Message Text

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INFO OCT-01 EA-12 ISO-00 EB-08 AGRE-00 USIA-15 PA-02

PRS-01 CIAE-00 INR-07 NSAE-00 /046 R

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FM SECSTATE WASHDC

TO AMCONSUL SYDNEY

AMEMBASSY WELLINGTON

AMEMBASSY PORT MORESBY

INFO AMCONSUL AUCKLAND

AMCONSUL BRISBANE

AMEMBASSY CANBERRA

AMCONSUL MELBOURNE

AMCONSUL PERTH

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E.O. 11652:N/A

TAGS: BEXP, AS, NZ, PP

SUBJECT: U.S.I.M.C. FY-1979 FORWARD EVENT SCHEDULE

REF: (A) STATE 271911, (B) PORT MORESBY 1654,
(C) WELLINGTON 05197, (D) SYDNEY 2203 (NOT SENT PORT
MORESBY), (E) SILLOWAY/ZETTLER TELCON NOV. 14, 1977,
(F) USDOC 21903

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1. USDOC APPRECIATES USEFUL COMMENTARY RE FY-1979 EVENT
SCHEDEUE REF (A) CONTAINED IN REFS (B, C, AND D).

2. RE REF (B), PARA 2 AND 3. USDOC AGREES FOOD
PROCESSING AND PACKAGING VTR CATALOG SHOW WOULD BE
APPROPRIATE EVENT FOR PAPUA NEW GUINEA AS WELL AS

NEW ZEALAND AND WILL EXAMINE POSSIBILITY OF SCHEDULING THIS EVENT THERE AS SOON AS FILM AVAILABILITY IS DETERMINED. IN ALL EVENTS STAGED BY THE SYDNEY IMC WE PLAN TO OFFER REPFIND PROGRAM TO NTM PARTICIPANTS AND CHANNEL THEM THROUGH PAPUA NEW GUINEA AND NEW ZEALAND TO EXPLORE MARKETING POTENTIALS IN THESE COUNTRIES WHEN Viable.

3. RE REF (D) SUGGESTED PARTICIPATION IN AUSTRALIAN MICROGRAPHICS CONGRESS/EXHIBITION OCTOBER 1978 BUT

PRECEEDED REF (E) TELCON IN WHICH IT DECIDED THAT BUSINESS EQUIPMENT AND SYSTEMS THEME WOULD CONSTITUTE IMC OPENING EVENT. WE CONSIDER MICROGRAPHICS PART OF OPENING EVENT THEME. THEREFORE PARTICIPATION IN OCTOBER 1978 MICROGRAPHICS EXHIBITION APPEARS INAPPROPRIATE. UNFORTUNATELY WE CANNOT PARTICIPATE IN THE INTERNATIONAL MINING AND EXPLORATION EXHIBITION IN FEBRUARY 1979 AS THIS EVENT CONFLICTS WITH USDOC OFFSITE BEING STAGED IN JAKARTA IN APRIL 1979. COMPETING WITH SAME PART OF THE WORLD POSES SIGNIFICANT PROCUREMENT CONFLICT. MCGEACHIE SURVEY OF FEBRUARY 1977 STRONGLY RECOMMENDED AN EXHIBITION OF PLASTICS PROCESSING MACHINERY IN ADDITION TO EXPANDING THEME TO RUBBER PROCESSING EQUIPMENT. THIS IS PRIME RATIONALE FOR SCHEDULING THIS EVENT IN LATE FEBRUARY 1979. IF IMC PREFERS "OUTDOOR LEISURE EQUIPMENT" OR "DO-IT-YOUR-SELF PRODUCTS" THEME IN PLACE OF PLASTICS PROCESSING

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EQUIPMENT IN MARCH 1979 TIME-FRAME PLEASE PROVIDE PLANNING INITIATION PROFILES TO SUPPORT THIS PREFERENCE. WE REMIND IMC THAT MAY 1977 LEISURE SHOW REQUIRED INORDINATE AMOUNT OF PROCUREMENT EFFORT WITH MODERATE FINAL SHOW RESULTS. DOES IMC HAVE VARIATION OR SAME THEME IN MIND? NOTE REF (D) DID NOT MENTION IMC OFFSITE OF COMPUTERS AND RELATED EQUIPMENT AND BUSINESS MACHINES SCHEDULED LATE MARCH EARLY APRIL 1979. ASSUME THEREFORE THIS EVENT SATISFACTORILY SCHEDULED. AS WE NO LONGER CONSIDERING BIOMEDICAL AND HEALTH CARE EQUIPMENT FOR IMC OPENING EVENT, WE HAVE INCLUDED THIS THEME AS AN IMC ALTERNATE.

4. RE REF (C) PARA 6. WE PLAN TO INCLUDE AS PARTICIPANTS IN THE TIMBER INDUSTRY MISSION TO PAPUA NEW GUINEA, NEW ZEALAND, AND AUSTRALIA, MANUFACTURERS OF PULP, PAPER, AND OTHER FINISHED OR SEMI-FINISHED PRODUCTS.

5. FY 79 PLANNING INITIATION PROFILES HAVE BEEN FORWARDED TO ADDRESSEE POSTS.

6. TO RECAPITULATE: THREE IMC OFF-SITE EVENTS ARE PROPOSED FOR FY-1979: LATE MARCH EARLY APRIL 1979: COMPUTERS AND

RELATED EQUIPMENT AND BUSINESS MACHINES (SYDNEY, SOLO);
JULY 1979: AIEE. U.S. PAVILION, MELBOURNE. AUGUST 1979:
FISHEXPO. U.S. PAVILION. PERTH. THREE ON-SITES ARE
PROPOSED FOR FY-1979: NOVEMBER 1978. TELECOMMUNICATIONS.
LATE FEBRUARY 1979. PLASTICS AND RUBBER PROCESSING
MACHINERY. SEPTEMBER 1979. AUTOMOTIVE EQUIPMENT.
SPECIAL ACTIVITIES DIVISION EVENTS IN REGION: OCTOBER 1978.
HOTEL, MOTEL, AND RESTAURANT EQUIPMENT. AUSTRALIA,
NEW ZEALAND. OCTOBER 1978 OR WHEN AVAILABLE: VTR CATALOG
SHOW. FOOD PROCESSING AND PACKAGING, AUSTRALIA, NEW
ZEALAND, PAPUA NEW GUINEA.

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FEBRUARY 1979: CATALOG SHOW. FISHING EQUIPMENT. SEOUL,
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PAPUA NEW GUINEA, NEW ZEALAND. MARCH 1979: TRADE MISSION.
TIMBER INDUSTRY MACHINERY. PAPUA NEW GUINEA, AUSTRALIA,
NEW ZEALAND.

7. IF IMC DESIRES FOLLOW-UP DISCUSSION RE THIS CABLE,
MOST EFFECTIVE APPROACH WOULD BE IMC PLACE CALL TO
COUNTRY MARKETING MANAGER AND STRINGER AT OFFICE TO
ASSURE FULLEST RESPONSE. CHRISTOPHER

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